

10. PERIODICALS (Newsletters & Magazines)

For this classification, **periodicals** are defined as color or black & white print or electronic publications (generally newsletters and magazines) that are published at least twice annually. Please send the most recent three consecutive issues for judging. ***You must complete the questions on this page for each entry and include a print rendition of the submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.***

CATEGORY 1 CATEGORY 2

Type of Entry: Printed Periodical Electronic Periodical

Entry Title: *Pacific Gateway*

Port Name: Port of Tacoma

Periodicals will only be judged if three consecutive issues of the publication are provided. Printed copies of electronic periodicals must be submitted for judging purposes. Issues must have been produced between May 1, 2005 and April 30, 2007.

1) Was this entry produced in-house? by an agency? or a combination?

2) To what audience(s) was this entry directed?

Target audiences include the following:

- a) Residents of Pierce County, Washington;
- b) Supply chain decision makers, including executives from steamship lines, shippers, retailers, railroads, trucking firms, importers/exporters and import distributors;
- c) Local and regional business and community leaders; and
- d) Elected officials at the local, state and federal levels.

3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)?

Pacific Gateway is a publication designed to market the Port of Tacoma, both its core businesses and the economic vitality of Tacoma-Pierce County. It highlights the Port's diverse businesses, profiles the region's industrial/maritime economy and related issues and projects, and presents stories of regional and cultural interest. Our objectives: Effectively promote the Port and region as a place where successful companies do business, present Port accomplishments and promote a better understanding of the Port's business. Finally, we are focused on stories that represent the Port's core values of doing business – *taking care of customers, building a foundation for success and being a good neighbor.*

- 4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry?

Overall budget, per issue: \$14,245 (Printing: \$6,250; Graphic design and printer coordination: \$3,945, Freelance Writers and Photography: \$2,140, Mailing & Distribution: \$1,910). Note: writing is a combination of in-house and freelance. All editing and design collaboration and supervision were done in-house. By design, *Pacific Gateway* accepts no advertising revenue.

- a) How many printed copies were distributed, if any, of each of the three issues? For each edition, 9,000 are printed. A current total of 7,849 are distributed by mail; the remainder is distributed by hand (at community events, trade shows, presentations, etc.). This publication was published online (pdf format).
- b) If produced for the web, how did you track readership or “visits”? On average, each edition produced is viewed online by 4,454 unique visitors.
- 5) How did you evaluate the success of this entry and what were the results?

Each year, we issue a survey and ask readers to rate *Pacific Gateway* on a 5-point scale (1=poor, 5=excellent). Questions included: How would you rate the overall quality of *Pacific Gateway*? **Average response: 4.65.** How useful is the magazine in keeping you informed about the Port's business and activities? **Average response: 4.34.**

In addition, we learned that pass-along readership is high – 47% share their magazine with three or more people. Total pass-along readership calculated (based on survey replies and projected distribution of 9,000 copies total), each edition of *Pacific Gateway* reaches an estimated 24,480 readers – or just **58 cents per impression**, based on overall budget per issue (*excluding* online readership).